300 Leadership, Civic Engagement, and Economic Development
Broadening the knowledge of and involvement in community life by providing educational information and/or programs; strengthening the capacity of individuals to be knowledgeable participants in community life; strengthening the capacity of community organizations to effectively address their missions; creating and enhancing opportunities for diverse forms of economic development; recognizing and addressing community inequalities. This applies to educational programming of a general leadership nature that is not covered in other areas of Extension Leadership Development or Community Leadership Development.

310 Intrapersonal Leadership: Developing your Inner Leader (Featured Program)
Want to learn more about yourself as a leader? This question and many others can be answered through working with the KELD curriculum. KELD is a leadership development curriculum that assists you in providing your community audience with the building blocks of leadership development. Section 1 focuses on personal leadership development, with specific attention paid to aspects such as motivation, communication essentials, followership, generational differences, and more. Each topic is written in an instructor-friendly format, and includes: audience handout/factsheet, facilitator’s guide and evaluation. Due to the diversity of our communities, each topic has context-specific facilitator’s guides for FCS, AG and 4-H audiences. Some also include a Powerpoint or video resource.

311 Extension Leadership Development
Design and/or implementation of educational programs on individual (youth or adult) leadership skills; educational programs to facilitate Extension Council Development; Extension Council strategic planning; volunteer training

312 Community Leadership Development
Design and/or implementation of educational programs focused on building individual (youth or adult) leadership skills and/or understanding of community systems; educational programs to build the number and diversity of community leaders; participation on Boards of other community organizations; collaboration on community programs and/or activities with other organizations

313 Conflict Management
Increasing community knowledge of the bases of community conflict and of alternative paths to resolving disputes; building skill base for addressing community disputes; facilitating dispute resolutions; assisting community in recognizing emerging or hidden conflicts
320 Community Engagement
Community Engagement focuses on involvement of local citizens in community and economic development planning and action

321 Community Analysis
Community assessments including sociodemographic trend analysis, economic or business development analyses (e.g., IMPLAN) evaluation of assessments for planning or development purposes

322 Public Policy Education
Provide an overview and description of public policy (federal, state, or local), the impact of policy on stakeholders as well as those whose voices are often not heard, and prepare a community response to policy changes.

323 Strategic Planning
Participation in or facilitation of the development of organizational or community-based strategic plans; provision of resources/support for implementation of organizational or community plans; informational programs on the planning process

324 Collaboration and Facilitation
Refers to those acts which strengthen citizen participation and promote mutual understanding; fosters inclusive solutions and cultivates shared responsibility. Extension education is associated with training and nurturing knowledge and skills associated with leading public meetings.
330 Economic Development
Provide alternative strategies to improving the economic situation within a community. This could include targeted attraction, entrepreneurship, going local, business retention and expansion as well as other strategies.

331 Agritourism
Educational programs or technical assistance on agritourism as an economic development strategy; educational programs to assist individual landowners in evaluating opportunities for agritourism enterprises; technical assistance to individual landowners in developing and/or operating agritourism enterprises; assessing the community impact on agritourism

332 Tourism (Featured Program)
Tourism programs plan, initiate, and enhance the tourism business in the county. This includes forming coalitions, working with tourism committees, and assisting tourism businesses.

333 Entrepreneurial Development
Refers to the acts of starting or expanding businesses or non-profit ventures and leads to innovative or improved products or services, and meets the needs of clients. Extension education is usually associated with working in partnership with service providers and entrepreneurs to address their educational needs.

334 Home Based Business/Processing
Help local individuals who are interested in starting a home based business. Provide analysis on the potential market for the product, define the niche for the product, identify resources necessary to produce and then promote the product.

335 Workforce Development
Workforce development refers to community efforts to understand the workforce needs of businesses and then find the resources necessary to train individuals for specific jobs or industries. This could also include creating relationships between businesses and community colleges and vocational schools to match job skills and training. The goal of workforce training programs is to improve the quality and skill sets of individuals, to place them in jobs, and help businesses find an employee base in line with their needs.

336 Business Retention/Expansion
A BR&E program helps community leaders and communities work together to identify barriers local businesses face as they try to survive and grow. Provide assistance by helping to form a BR&E Team, create a survey of businesses unique to your local issues,
analyze survey results, facilitate meetings to prioritize survey results, and implement a BR&E plan.

**337 Arts in Community (Featured Program)**
*Arts in the community* refers to any work done by Extension Agents and/or Leaders that deals directly with the arts or artisans. This could be working with local artisans on business plans to developing a community theater to assisting local leaders develop a viable arts council. This also may include any age group Cooperative Extension is working with at the time.

**338 Land Use and Built Environment**
Addressing how land use and the built environment are related to quality of life and community processes. Planning for, or conflict related to, land use and built environment changes.

**339 Community Health Systems**
Provide assistance to communities to help them understand the importance of health care in their community, both the social and health importance, but the economic importance as well. In addition, provide communities with the tools to help support a rural health network that can provide health service using all of the resources within a region.